

MARCH 2009

# Applause®

MARY KAY®  
CANADA  
Enriching Women's Lives  
[www.marykay.ca](http://www.marykay.ca)

**set sail**

WITH THE LIMITED-EDITION COASTAL COLORS COLLECTION

***get ready for red!***

WITH A RED-HOT NEW TEAM-BUILDING CHALLENGE

***team up for women!***

BY PARTICIPATING IN OUR 5<sup>TH</sup> FUNDRAISING CHALLENGE

## march 2009 ordering bonus

# mary kay® face cloth set

by Marijana Klapcic



## FREE with a \$600 wholesale Section 1 order!

What better way to brand your business beautiful than with the perfectly plush **Mary Kay® Face Cloth Set**?

With its branded pink colour scheme and soft terry-cotton fabric, this set of six face cloths is not only fabulously fashionable, it's functional too! Machine-washable and easy to care for, the face cloths are also reusable, which helps to reduce waste. The set will instantly become your go-to business tool at skin care classes, colour consultations and pampering parties.

So trade up to a more professional and beautifully branded image with the Mary Kay® Face Cloth Set. Your customers will notice the difference!

MARY KAY® FACE CLOTH SET*		
Section 1 Suggested Retail	Beginning Section 1 Wholesale	Number of Bonuses
\$1,200	\$ 600	1 set
\$3,600	\$1,800	2 sets
\$6,000	\$3,000	3 sets

\*You can earn the Mary Kay® Face Cloth Set when you place a minimum \$600 wholesale Section 1 order (non-cumulative) during the month of March. The higher your order, the more bonuses you'll earn, to a maximum of three sets. Orders must be received between March 1<sup>st</sup> and 31<sup>st</sup>, 2009. Bonus will be applied to your first qualifying order in the month only and is available while supplies last. We reserve the right to provide a bonus substitute at equal or greater value.

## dates to remember

# march

**1:** Spring 2009 *Team Up For Women!* Fundraising Challenge begins.

**5:** Received deadline for Independent Beauty Consultant Commitment Form to begin Independent Sales Director-in-Qualification on March 1<sup>st</sup>.

**6/7:** *Work Smart!* Career Conference 2009 – Edmonton, AB; Halifax, NS; Toronto, ON; and Regina, SK.

**8:** **International Women's Day.** Celebrate the beauty of you!

**Spring ahead!** Daylight Saving Time begins.

**9:** **Preferred Customer Program** – Spring 2009 issue of *The Look* begins mailing to customers and Independent Beauty Consultants.

**13/14:** *Work Smart!* Career Conference 2009 – Penticton, BC; Winnipeg, MB; St. John's, NL; Ottawa, ON; and Montréal, QC.

**15:** **Preferred Customer Program** – Last day for customers to take advantage of the Winter 2008/2009 Skin Refreshing Set gift-with-purchase.

**16:** *Colours In Bloom* Spring 2009 product promotion begins. Check out [www.marykay.ca](http://www.marykay.ca) and your Mary Kay® Personal Web Site to see what's new!

**20:** March Career Car qualifier paperwork due to Company.

**31:** Last day of the month. Mail-in and couriered orders must be received by 5 p.m. Eastern Daylight Saving Time to count toward March production. Online and faxed orders must be received by midnight Eastern Daylight Saving Time to count toward March production.

### YOUR CANADIAN APPLAUSE® MAGAZINE TEAM

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**RAY PATRICK, PRESIDENT**  
MARY KAY COSMETICS LTD.

## from the **president**

Dear Mary Kay Family,

Spring is right around the corner and with it comes a season of renewal, change and growth. It's an ideal time to revisit the personal and professional goals you set at the start of the year. What rewards and recognition will you achieve at Seminar? Are you making strides to earn them? How will you work smart in the months ahead to ensure you break belief barriers?

Career Conference is a wonderful opportunity to recharge your business battery and be empowered by possibility. In fact, many of our Canadian independent sales force leaders credit Career Conference with providing the motivation early in their career to set lofty goals and establish plans to achieve them. If you haven't already made your commitment to be there, you can still register on-site at one of nine Career Conference locations (space-permitting). As Mary Kay Ash reminded us: "Never turn down an opportunity to grow."

Mary Kay has always been an organization where the seeds of success are carefully nurtured – and we can't wait to see how you'll bloom in the year ahead.

Warmest regards,



### Find *Applause*® magazine extras online!

When you see this mouse pictured throughout *Applause*® magazine, know that you can also find more information on the MKOC!

Find it online: [MKOC > Resources > Publications](#)



**ON THE COVER:** Mary Kay Inc. commissioned Amelie Hegardt to create this original artwork in celebration of all women on International Women's Day (March 8<sup>th</sup>). A native of Sweden and a former fashion illustrator, Amelie's ink and watercolour images often portray a woman's strength, beauty and femininity. She draws international inspiration from also living in Milan, London and New York.

PAGE 4

### make waves

Take your customers on a beautiful journey to beaches around the world with the limited-edition *Coastal Colors* Collection.

PAGE 10

### get ready for red!

Earn fashion-forward rewards at Seminar 2009 with a red-hot new team-building challenge.



PAGE 12

### team up for women!

Join the fifth annual *Team Up For Women!* Fundraising Challenge in support of the MKACF.

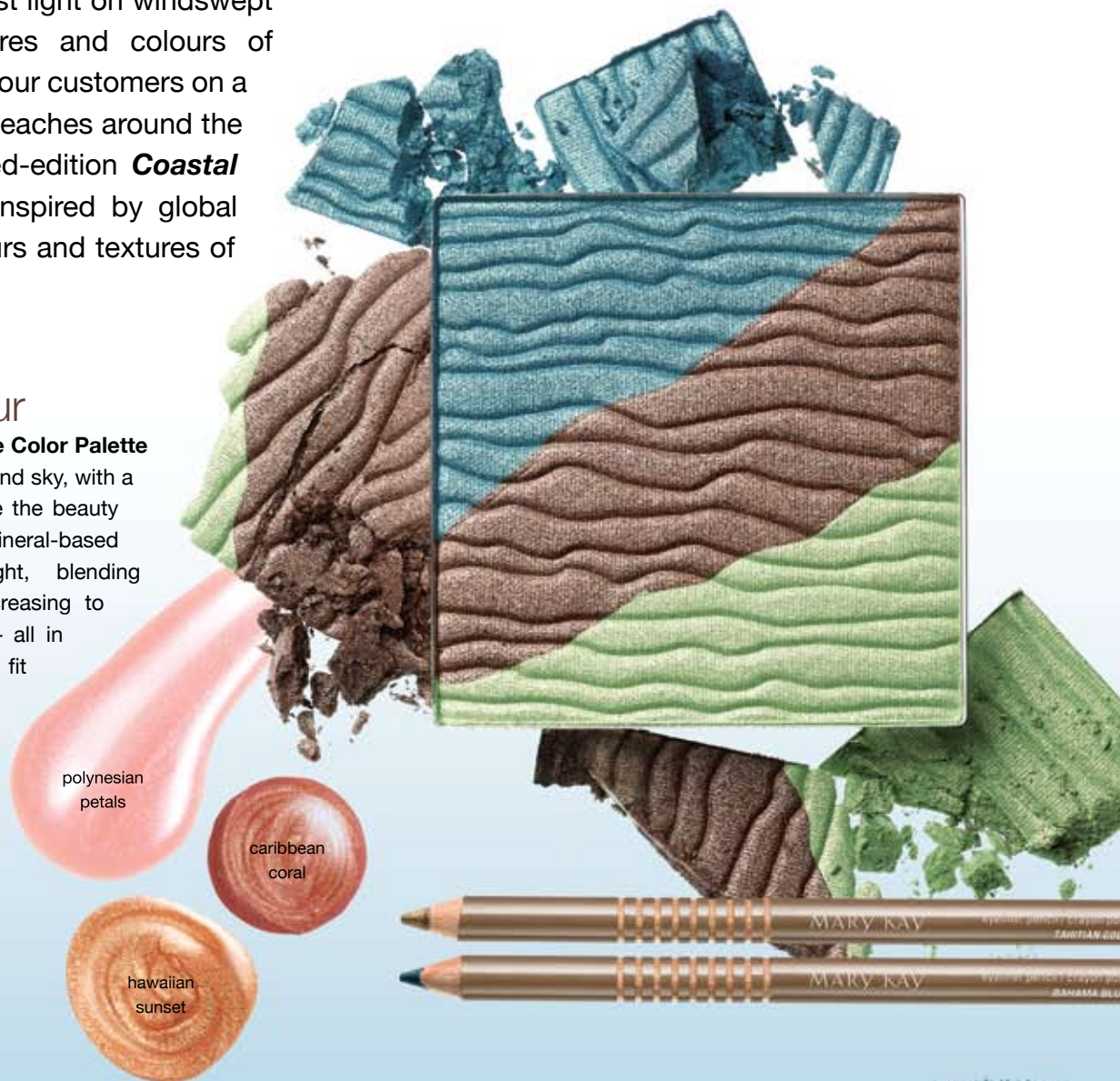
# colours from the sea

Rays of sun sparkling on water. The shimmer of dawn's first light on windswept beaches. The textures and colours of exotic islands. Take your customers on a beautiful journey to beaches around the world with the limited-edition **Coastal Colors Collection**, inspired by global beauty and the colours and textures of island life.

## waves of colour

The **Mary Kay® Mineral Eye Color Palette** is a reflection of earth, sea and sky, with a trio of shades that enhance the beauty of every skin tone. The mineral-based formula is ultra-lightweight, blending seamlessly and resisting creasing to create multiple eye looks – all in a single square pan custom fit for the Mary Kay® Compact. And there's more to these mineral colours than meets the eye: the long-lasting formulas are infused with vitamins A, C and E.

**Mary Kay® Mineral Eye Color Palette\* \$20**



## kissed by island shades

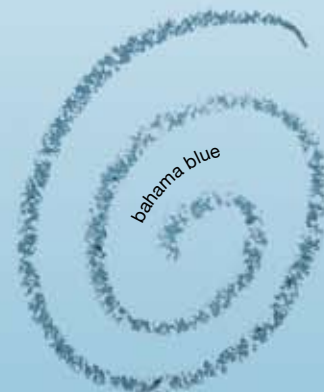
Delivering a finish that captures the iridescent shimmer of pearls, these limited-edition **Mary Kay® Lip Gloss** shades look as beautiful solo as they do paired with your favourite lipstick shade. Choose from **Caribbean Coral**, **Hawaiian Sunset** or **Polynesian Petals**.

**Mary Kay® Lip Gloss\* \$18 each**

## lines in the sand

If you really want to draw attention to the eyes, eyeliner is essential. The creamy formula of the new limited-edition **Mary Kay® Eyeliner Pencil** comes in two shades that perfectly complement the eye colour trio: **Bahama Blue** and **Tahitian Gold**. Plus, with built-in ridges, these wooden pencils are easy to grip – and even easier to apply.

**Mary Kay® Eyeliner Pencil\* \$15 each**







## share the trend!

The stylish **Mary Kay® Coastal Colors Collection Sampler Card** allows your customers to sample the Mary Kay® Mineral Eye Color Palette and all three limited-edition Mary Kay® Lip Glosses.

Why not slip a few in your customers' orders and share this global beauty trend? Please note sampler card does not include eyeliner samplers.

**Mary Kay® Coastal Colors Collection Sampler Card\***  
\$3 (pack of five)

Love these looks? →  
Learn how to create them on  
page 7 of the Spring 2009  
issue of *The Look!*



be **swept away** by two special spring offers!



get a free **cosmetic bag**  
with purchase!

You and your customers will receive this trendy and functional limited-edition cosmetic bag free with the purchase of one limited-edition eyeliner, one limited-edition lip gloss and the limited-edition **Coastal Colors Mineral Eye Color Palette** (\$45 total suggested retail).



Canadian  
exclusive!

lips will love the  
**mary kay®**  
**classy kiss kit!**

Create your favourite lip look with the handy **Mary Kay® Classy Kiss Kit\*** and receive a free lip pouch to keep lip essentials perfectly organized and close-at-hand.

Each set includes a **Mary Kay® Creme Lipstick**, **Mary Kay® Lip Liner** and **Mary Kay® NouriShine™ Lip Gloss** and is available in the four *Colour 101 Looks* – **Urban Bazaar**, **Sweet Spring**, **Shimmering Sea** and **Windswept Sands**.

**Mary Kay® Classy Kiss Kit \$45 each**

# fragrance gifts

## WITH UNIVERSAL APPEAL

Spring boasts several special occasions – and sharing perfect presents with your customers could help you celebrate successful sales!

Let the guys know what you have for gals, and vice versa. They're sure to appreciate your help in getting this season's gift-giving opportunities all wrapped up!

### fragrance layering to love

PERFECT FOR: MOTHER'S DAY, BRIDAL ATTENDANTS AND BIRTHDAY GIRLS!

Get sales off to a swift start this quarter with four limited-edition **Mary Kay® Eau de Toilette Gift Sets** that include one eau de toilette lotion, one eau de toilette fragrance and a coordinating gift bag with tissue paper.

**Mary Kay® Eau de Toilette Lotions** are available in the same tantalizing scents you and your customers have come to love – **Warm Amber™**, **Sparkling Honeysuckle™**, **Simply Cotton™** and **Exotic Passionfruit™** – and make great gifts for Mother's Day, wedding parties and birthdays!

<b>Mary Kay® Eau de Toilette Gift Set*</b>	<b>\$49 each</b>
<b>Mary Kay® Women's Eau de Toilette</b>	<b>\$30 each</b>

*Tip!*

By layering a coordinating lotion on the skin first, your customers can extend the wear time of their fragrance.



### events to keep in mind

- **Weddings:** Suggest gifts for the bride and groom, bridal attendants, groomsmen and the bride and groom's mothers.
- **Graduation Celebrations:** Put a spritz in the step of new grads with a luxurious fragrance gift set.
- **Springtime Birthdays:** An indulgent scent makes a perfect present!
- **Mother's Day:** May 10<sup>th</sup>
- **Father's Day:** June 21<sup>st</sup>
- **Teacher Gifts:** A great way to say "thanks!" at the end of the school year.







## scentsational gifts for him

**PERFECT FOR:** FATHER'S DAY, GROOMSMEN AND FREQUENT TRAVELLERS

With two limited-edition men's fragrance gift sets – in **MK High Intensity™** and **Domain®** – to choose from, the guys will know just how much they matter.

Each set includes both retail and travel-sized tubes of **Cooling After-Shave Gel** and **Body & Hair Shampoo**. That's four great items in each set, plus a stylish and reusable drawstring gift bag that leaves room to include **MK High Intensity™ Cologne Spray** or **Domain® Cologne**. Talk about a great upselling opportunity!

**MK High Intensity™ Fragrance Gift Set\*** \$45

**MK High Intensity™ Cologne Spray** \$62

**Domain® Fragrance Gift Set\*** \$45

**Domain® Cologne** \$59



## great skin for grads

**PERFECT FOR:** GRADS

They've met their goals and are ready to embark on a brand new life. So get them started on the right skin care track with product from Mary Kay® – it's perfect for new grads looking to put their best face forward!

**Velocity® Facial Cleanser** \$18

**Velocity® Lightweight Moisturizer** \$22

**MKMen™ Shave Foam** \$15

**MKMen™ Face Bar** \$18

**MKMen™ Body Spray** \$18

**MKMen™ Cooling After Shave Gel** \$20

**MKMen™ Moisturizer Sunscreen SPF 25** \$30



\*Limited-edition, while supplies last. Offer expires June 15<sup>th</sup>, 2009.

# the foundation of a beautiful look

It's a foundation that goes on with the sweep of a brush. A weightless powder that blends effortlessly for a flawless look. A skin perfecter that makes wrinkles and other imperfections seem to disappear. And it's transfer-resistant so it won't fade away midday.

That's why **Mary Kay® Mineral Powder Foundation** is perfect for a natural-looking, flawless finish. This long-wearing formula provides gorgeous medium-to-full buildable coverage with a lightweight feel.

And with a change in season right around the corner, there's never been a better time for your customers to master this popular foundation formula!

*Available in six shades: Ivory 1, Ivory 2, Beige 1, Beige 2, Bronze 1 and Bronze 2.*



a  
**\$32**  
value!



## simple beauty, **simple savings**

The limited-edition **Mary Kay® Mineral Powder Foundation Set** is an affordable, all-in-one package for those who already love this product – and those trying it for the first time. For a limited time, customers can choose from one of six shades, plus they'll receive the must-have **Mary Kay® Mineral Foundation Brush** and a **stylish cosmetic bag**. They'll also receive a **special insert with application techniques and tips**.

**Mary Kay® Mineral Powder Foundation Set\* \$30**

## learn more!

Want to brush up on your Mary Kay® Mineral Powder Foundation facts? Don't miss our online Frequently Asked Questions for all you need to know about this fave foundation formula.

Find it online: [MKOC > Products > Product Literature](#)





time for an updated miracle:

# think pink!

## quick facts

- ▶ Beginning June 16<sup>th</sup>, 2009, all Miracle Set items you order will come in new soft pink packaging with black graphics.
- ▶ The packaging update applies to: TimeWise® 3-In-1 Cleansers (Normal/Dry and Combination/Oily); TimeWise® 3-In-1 Cleansing Bar; TimeWise® Age-Fighting Moisturizer (Normal/Dry and Combination/Oily); TimeWise® Age-Fighting Moisturizer Sunscreen SPF 15; TimeWise® Day Solution Sunscreen SPF 25; TimeWise® Night Solution; the Miracle Set and bag; and corresponding samplers.
- ▶ All formulas remain the same.
- ▶ TimeWise® moisturizers will come in a new 88 mL tube.
- ▶ Materials such as the *Flip Chart* and *Independent Beauty Consultant Guide* will be updated beginning in December 2009.



## brand impact

It started with colour products and continued with select skin care items. Now Mary Kay's "brand" new look is moving to the Miracle Set! Starting June 16<sup>th</sup>, 2009, the Miracle Set will receive a stunning packaging makeover.

The new soft pink packaging is accented with black graphics, lending upscale elegance to the Miracle Set so any woman would be proud to showcase it on her bathroom vanity. And there's no need to worry: the product formulas and retail prices for each Miracle Set item will remain exactly the same! So the packaging is being updated, but the state-of-the-art Miracle Set formulas that your customers already love aren't changing.

So why do we need a packaging update for the Miracle Set? It's all about keeping our brand image consistent and in line with what women want. Moving to pink and black packaging is a strategic move that enhances our image and appeals to consumers – all while staying true to our pink heritage. In fact, the new Miracle Set

packaging may remind you of some of the very first versions of the Mary Kay® skin care line!

## other updates

You'll also want to note that with this packaging update, the metal collar on the current TimeWise® Day Solution Sunscreen SPF 25 and Night Solution pumps will be replaced with a plastic version. With this change, the bottles become recyclable and support the Company's goal to move to greener packaging (the current metal collar is not recyclable in most municipalities).

Additionally, based on consumer preference, the packaging for TimeWise® Age-Fighting Moisturizer and TimeWise® Age-Fighting Moisturizer Sunscreen SPF 15 will convert to a tube format instead of the current flip-top, upright bottle. The fill weight for the new tubes will be 88 mL, versus the current 100 mL for the non-SPF moisturizer. You'll want to note that the \$35 suggested retail price for these moisturizers will remain the same.

To complete the packaging update, a

complementary Miracle Set bag has been created. And all Miracle Set samplers are being updated to match the new colour scheme. Talk about a makeover!

## start preparing

We wanted to give you plenty of time to think about this packaging revision. So why not take the time now to review the Miracle Set inventory you currently have on your shelves? Because the formulas are not changing, this transition will not be as dramatic as the colour product changes in 2008. However, you can use this packaging update as an opportunity to re-promote the benefits of the Miracle Set to all of your new and existing customers. In fact, perhaps the new packaging may convince some of your customers to try the Miracle Set for the first time – especially if you make sure they know about it!

For tips on transitioning your Miracle Set inventory, watch for the *Countdown To Skin Care* micro-site on the MKOC as the packaging update nears.

# ready for red! team-building challenge



Lauren  
traditional, two-button style



Drew  
longer trench style



Candy  
trendy cropped style

Are you ready to paint your Mary Kay business a fabulous shade of red? You can do just that – and earn fashion-forward rewards at Seminar 2009 – when you achieve the **Ready for Red! Team-Building Challenge** from March 1<sup>st</sup> to June 30<sup>th</sup>, 2009.

Independent Beauty Consultants can earn one of three gorgeous, re-designed Mary Kay® Red Jackets – shown above – to be awarded at Seminar. Plus, Independent Sales Directors can earn their own stylish rewards: a custom Mary Kay® zebra-print wrap to accompany the 2009/2010 Independent Sales Director Suit!

And that's not all! Check out what's in store for both Independent Beauty Consultants and Independent Sales Directors who add qualified\* new personal team members during the contest period.

\* For contest purposes, a qualified new team member is one whose Independent Beauty Consultant Agreement and initial order of \$600 or more in wholesale Section 1 products is received and accepted by the Company from March 1<sup>st</sup> – June 30<sup>th</sup>, 2009.

## ADD:

**3** new personal contest-qualified\* team members >

## EARN:

- a new Red Jacket
- a namebadge ribbon
- an invitation to the *Ready for Red!* Rally

**4** new personal contest-qualified\* team members >

- a new Red Jacket **and** onstage recognition (Independent Beauty Consultants only)
- a zebra-print wrap (Independent Sales Directors only)
- a namebadge ribbon
- an invitation to the *Ready for Red!* Rally


**5** new personal contest-qualified\* team members >

- a new Red Jacket, onstage recognition **and** a *Ready for Red!* handbag (Independent Beauty Consultants only)
- a zebra-print wrap **and** coordinating handbag (Independent Sales Directors only)
- a namebadge ribbon
- an invitation to the *Ready for Red!* Rally

VISIT THE MKOC ON MARCH 1<sup>ST</sup> FOR A SPECIAL PROMOTION THAT CAN HELP YOU ACHIEVE THE *READY FOR RED!* TEAM-BUILDING CHALLENGE!





SEMINAR 2009 WILL BE HERE BEFORE YOU KNOW IT! ARE YOU MAKING STEADY PROGRESS TOWARD YOUR GOALS? ARE YOU CLOSE TO REACHING NEW ACHIEVEMENTS? MAKE SURE YOU STAY ON TRACK FOR SUCCESS BY REVIEWING THE RULES FOR THE SEMINAR 2009 COURTS AND ALL THE OTHER CONTESTS AND CHALLENGES. FIND ALL YOU NEED TO KNOW TO MEET YOUR GOALS IN THE *CONTESTS & REWARDS* SECTION OF THE MKOC! 

## countdown to seminar: shining reasons to be there

part 1 of 3!



by Andrea Lepore

The glitz, the glamour, the incredible recognition... It might sound like the Academy Awards, but it's even more exciting: Mary Kay's biggest event of the year – Seminar! For **Independent National Sales Director Susanne Felker**, of Ilderton, ON, the memories of attending her first Seminar more than 30 years ago in Dallas, TX, are fond – and ones she holds close to her heart.

"The event changed my life. After attending Seminar, I went from holding one class per month to holding three per week – and within one year, I debuted as an Independent Sales Director and earned the use of my first pink Cadillac!" she recalls.

Susanne credits her success to learning from "the best in our business" at Seminar, which became a lesson about how important it is to attend Company events. Plus, it offers the exclusive opportunity to reconnect with your Mary Kay family.

"I'd come home renewed, revitalized and with new hope for the year ahead. And you can bet I put together a plan of action from what I learned at Seminar," says Susanne, adding "we're so lucky to have a Company that puts the time, energy and money into this spectacular event each year. It never disappoints!"

But it's not all about the sparkle and the shine. Seminar combines the best of the Mary Kay world – education, inspiration and the opportunity to connect with sister independent sales force members from across Canada.

Susanne says Seminar acts as a classroom to learn and connect with like-minded businesswomen striving to reach their goals and make their dreams come true.

"There's always an opportunity to learn from someone sitting next to you – whether on a shuttle bus or at a lunch," says Susanne. "Plus, the stories shared by our top achievers on stage are an inspiration. Their stories will make you laugh, make you cry – and make you believe that you, too, can do it!"

So be sure to **reserve your spot at this exciting event when *Shine On! Seminar 2009* registration opens on May 1<sup>st</sup>**. You can't afford to miss it!

**psst!**

Turn to page 23 to get the inside scoop on this year's Seminar Motivational Evening!



\* A qualified new personal team member is one whose Independent Beauty Consultant Agreement and a minimum of \$600 in wholesale Section 1 orders are received and accepted by the Company during the contest period. The same rules for the maximum number of new team members in a month as for the Queen's Court of Sharing apply.



JULY 26<sup>TH</sup> – 29<sup>TH</sup>

## more reasons to share the dream!

This year, when you share the dream of Mary Kay and achieve the Queen's Court of Sharing at Seminar 2009 with at least 30 qualified\* new personal team members, you'll receive a \$1,500 cash reward to spend as your heart desires!

And to motivate you to share the dream, here's how two of our 2008 *Share the Dream* achievers spent their reward.

**Independent Future Executive Senior Sales Director Donna Melnychyn**, of Calgary, AB, says she planned to use her reward to treat herself while on the 2008 Top Director Trip to China.

"I checked out the Valentino shop in Kowloon – but I soon realized I couldn't afford a zipper there!" says Donna. "So I came home and decided to invest the cheque toward a beach resort holiday for my entire family later this year. That scored big points on the home front with my husband and our three teenagers – much more gratifying than an original Valentino zipper! Thank you Mary Kay!"

Like Donna, **Independent Senior Sales Director Cheryl Neuman**, of Walkerton, ON, also shared this dream reward.

"I wanted to keep it for something really special, so I decided to divide it up three ways for myself, my husband and my daughter – that way it rewards everyone," says Cheryl. "I'm planning to use the money for something special, something to pamper myself. My husband will probably use it to buy new outdoor furniture. And for my eight-year-old daughter Chantal, we're giving her room a makeover... in pink, of course!"

So the question is: *how will you spend yours?*

-AL



EVERYONE WINS WHEN YOU

# team up for women!

Did you know that last year, members of the Mary Kay independent sales force – along with their customers – helped raise more than \$38,000 during the 2008 *Team Up For Women!* Fundraising Challenge? With your efforts, the Mary Kay Ash Charitable Foundation (MKACF) was able to donate \$40,000 to Look Good Feel Better® and \$6,000 each to 10 women's shelters across the country.

And 2009 marks the fifth annual *Team Up For Women!* Fundraising Challenge – presenting another opportunity to embrace Mary Kay Ash's legacy and make it your own. More than ever, customers are choosing to do business with companies committed to charitable causes and corporate leadership. By spreading the word that the MKACF is making a difference in communities across the country, you'll bring positive attention to causes that Mary Kay held dear to her heart. And that makes partnering with customers to support the MKACF a sound business decision and a humanitarian one.

Perhaps that's why the giving power of the Mary Kay independent sales force has increased dramatically every year since the MKACF's inception in 2001. That's the power of women united!



Visit the MKOC to access complete details, donation forms, tracking sheets and a printable flyer to display at your classes.



**Find it online:**  
MKOC > News



## get involved!

From **March 1<sup>st</sup> to May 12<sup>th</sup>, 2009**, simply invite your customers to *Team Up For Women!* by making a donation to the Mary Kay Ash Charitable Foundation.

While any amount is greatly appreciated, those Independent Beauty Consultants who collect donations totaling between \$50 and \$99 will receive a namebadge ribbon and standing recognition at Seminar 2009. Thinking big? Independent Beauty Consultants who collect donations totaling \$100 or more will receive a namebadge ribbon and onstage recognition at Seminar 2009.

Plus, the names of all achievers will be displayed on a special *Team Up For Women!* poster in the Mary Kay Ash Charitable Foundation booth at Seminar 2009.

Simply use the *Team Up For Women!* tracking sheet – available to download on the MKOC – to log donations. Then, just mail the enclosed donation form and envelope to the Mary Kay Ash Charitable Foundation, 2020 Meadowvale Blvd., Mississauga, ON, L5N 6Y2.

And remember, **donations must be received by Friday, May 29<sup>th</sup>** to receive Seminar 2009 recognition.

## spread the word!

Here are just a few ideas to help you promote the MKACF and the *Team Up For Women!* Fundraising Challenge:

- **Display the flyer** included with this issue of *Applause*® magazine to promote the *Team Up For Women!* Fundraising Challenge at your classes.
- Encourage your customers to **visit the Mary Kay Ash Charitable Foundation Web site at [www.marykay.ca](http://www.marykay.ca)** to learn more about the programs the MKACF supports.
- **Share the latest MKACF Teddy Bear – ToBee** – with your customers. At just \$25, he makes a wonderful gift that truly gives back.
- Apply this simple fundraising technique used by retailers to collect donations: **ask customers to add \$1 to their order.**

Have you hosted a creative MKACF fundraiser – with amazing results? We want to know all about it! E-mail the details of your event – including participating independent sales force members, the total donation amount and digital photos – to Heather Watterworth, *Applause*® Magazine Editor at [heather.watterworth@mkcorp.com](mailto:heather.watterworth@mkcorp.com) and you may be featured in an upcoming issue!

## 2008 shelter grants enrich women's lives

Thank you for your generous contributions to the Mary Kay Ash Charitable Foundation (MKACF) in 2008. Whether you donated through the Online Order Form, participated in the 2008 *Team Up For Women!* Fundraising Challenge or hosted your own fundraiser, your donations were directed to Look Good Feel Better® or to programs dedicated to helping end violence against women – all making a difference in the lives of others.

As part of the Mary Kay Ash Charitable Foundation Shelter Grant program, 10 grants of \$6,000 each were awarded to a shelter or community outreach program in provinces and territories across Canada. Grant recipients were selected by a committee from applications received by the deadline of November 1<sup>st</sup>, 2008. Listed below are the 2008 recipients.


Why not get involved with a shelter or outreach program in your community? It's a wonderful way to enrich women's lives – including your own! You'll want to note that MKACF Shelter Grant Applications for 2009 will be available to download in early Fall 2009.



- A** – Kaushee's Place, Whitehorse, YK
- B** – Vernon Women's Transition House Society, Vernon, BC
- C** – Sonshine Community Services, Calgary, AB
- D** – Prince Albert Safe Shelter for Women, Prince Albert, SK
- E** – Osborne House, Winnipeg, MB
- F** – Naomi's Family Resource Centre, Winchester, ON
- G** – L'Escale de l'Estrie, Sherbrooke, QC
- H** – L'Escale Mada-Vic Inc., Edmundston, NB
- I** – Tearmann Society for Abused Women, New Glasgow, NS
- J** – P.E.I. Transition House, Charlottetown, PEI

# news&updates

Compiled by Heather Watterworth



**pink** changing lives<sup>SM</sup>

We made a beautiful difference, together. During our first global Beauty That Counts™ campaign, you and your customers collectively purchased over 21,000 tubes of Mary Kay® Creme Lipstick in Apple Berry to help change the lives of women and children across Canada!

The beautiful results? The funds raised will support the Mary Kay Ash Charitable Foundation in its efforts to help women living with cancer and those affected by domestic violence.

Be sure to check out the April/May 2009 issue of *Applause*® magazine and [www.marykay.ca](http://www.marykay.ca) for all the details on the 2009 Beauty that Counts™ campaign.

## a no-win situation: secondary trading, swapping and selling

You work hard to maintain the Mary Kay image. And as you know, one feature that distinguishes Mary Kay from “multilevel” companies is that Independent Beauty Consultants order product only from the Company. There is only one wholesale sale from the Company to you – and only one retail sale from you to your customer.

Whether online or person-to-person, the Company stresses that you should not trade with, swap or buy Mary Kay® product from other independent sales force members. In fact, doing so is a violation of your Independent Beauty Consultant Agreement, which provides that you agree to purchase Mary Kay® product only from the Company. Likewise, the Agreement provides that you agree to sell Mary Kay® product only to ultimate consumers.

These activities can also interfere with your ability to receive repurchase proceeds in the event you decide to discontinue your Mary Kay business. Products are eligible for repurchase by the Company only if the terminating Independent Beauty Consultant has purchased them from the Company. Furthermore, such trading and selling of Mary Kay® product can lead to adverse “multilevel” implications. And you likely already know the importance of avoiding such misunderstandings in the eyes of consumers regarding the nature of the marketing plan.

Plus, ordering all your product in your own name helps you to plan for your business success!

## download march podcasts of the month

Get motivated in March with these podcasts from independent sales force leaders – available exclusively on the MKOC!

- **Mary Kay Ash:** *Pearls of Wisdom – “Memories”*
- **Independent Sales Director Jacqueline Cullen:** “The Stars Are Shining” from the *It’s in the Bag!* Rally at Seminar 2008

Plus, downloadable Listening and Coaching Guides to accompany the *Money Matters for Dream Achievers* audio recordings are now available in the Media Library. These guides feature lessons and practical exercises to educate you on how to apply Mary Kay’s principles to your personal and business financial situations.



**Find it online:**

[MKOC > Education > Media Library](#)

## are you a green queen?

Knowing our actions today will affect the quality of life for future generations, Mary Kay Inc. and Mary Kay Cosmetics Ltd. continuously seek opportunities to reduce our environmental impact. While we always “think pink”, we’re also thinking “green” as we strive to establish sustainable initiatives that support our independent sales force, consumers and community.

And we want to hear how you’re thinking “green” in your business, too! Do you make a special effort to recycle in your home office? Reuse copies of *The Look* or other printed materials? Share your green business strategies with us by sending the details to [canadapinkdoinggreen@mkcorp.com](mailto:canadapinkdoinggreen@mkcorp.com) and you could be featured in an upcoming issue of *Applause*® magazine!





## new hostess gift carries it all!

Your top hostesses can choose the trendy new two-tiered **Beauty Carryall** – a great alternative to product rewards, especially for repeat hostesses!

This case conveniently holds all their beauty must-haves – from colour and skin care to body care, fragrance and even accessories such as jewelry, scarves and more! The top tier features an inset mirror with elastic loops for pencils and brushes, and the lower tier is very roomy. Perfect for at home or when travelling!

### **Beauty Carryall \$15**

*Dimensions: 12" wide x 7.5" tall x 7" deep. Limited-edition, while supplies last. Limit of five (5) per Independent Beauty Consultant per order.*

## taxes, licenses, permits and fees: your responsibility as an independent beauty consultant

As an independent businessperson, you're required to comply with all federal, provincial and local taxes, licenses, permits and fees that might be applicable to your business. We recommend that you consult an accountant or personal tax adviser who is familiar with the laws in your local area to ensure you're in compliance.

Please understand your personal tax situation may be different from others in the independent sales force – and different laws may be applicable to you based on your circumstances. Examples of taxes, licenses, permits and fees that could be applicable include, but are not limited to: cosmetology licenses; business licenses; occupational licenses; zoning permits; income tax; business and occupational tax; sales tax; property tax; and/or excise tax.

These taxes, licenses, permits and fees could be based on your retail sales, commissions, prizes, purchases, inventory, property or other factors related to your Mary Kay business. Any taxes collected in Canada by Mary Kay will be separately stated on the packing slip/invoice enclosed with your product orders or commission statements.

## a title with **star power**

You know you can earn fantastic rewards by building your Mary Kay business. Now you can earn a new title too!

Beginning June 2009, the Star Recruiter title will change to **Star Team Builder**. This powerful new title is designed to support you as you grow your successful business through team-building.

So get ready for red and we'll see you shine like a star at Seminar 2009!



## the **mary kay® compact** has customers covered

Now your customers can tote their Mary Kay® Compact in style with the new limited-edition **Compact Cover** – available on Section 2.

This sleek, black, faux-suede pouch protects the compact and grabs any powder residue that may otherwise fall into a woman's purse. A quick polish with the pouch's soft-yet-durable fabric removes fingerprints to keep the compact looking beautiful. And the simple, open design makes it a breeze to slip the compact in and out.

Why not offer it as a gift to customers who purchase a Mary Kay® Compact?

### **Mary Kay® Compact Cover \$2.50**

*Limited-edition, while supplies last.*

Mary Kay Ash was fond of saying, “Plan your work and work you plan.” This “mantra” has become a business motto of sorts for **Independent Sales Director Debbie Parsons** of Port aux Basques, NL – and it’s one of the reasons she’s currently on-track to achieve the 2009 Independent Sales Director Court of Sales.



## a trip to the top – one step at a time

by Marijana Klapcic

But there was a time not too long ago that this goal wasn’t on Debbie’s success radar. In fact, she was so reserved when it came to socializing with others that it became the reason she started her Mary Kay business – to break out of her shell and lead a fuller life.

“I wanted to be more sociable, meet new people and be at ease around others,” explains Debbie.

Today, Debbie has shed her lack of confidence, jumping out of her comfort zone to carry on the legacy of Mary Kay Ash. She did this by listening to her mentors – **Independent Senior Sales Director Shirley Fequet** and **Independent National Sales Director Philomena Warren** – and by attending Company events that provided her with the knowledge, support and skills she needed in order to succeed. And most importantly, she did whatever it took to make her dreams a reality.

### FOLLOWING MARY KAY’S PATH

Debbie debuted as an Independent Sales Director in June 2006 – just two years after starting her Mary Kay business – by following Mary Kay Ash’s timeless principles and working her business full circle: booking, selling, recruiting and coaching new team members.

And as an Independent Sales Director, what really puts a smile on Debbie’s face is helping other women travel the same journey that she travelled, allowing them to achieve their goals and live their dreams. Providing guidance and mentorship is second-nature to Debbie, who recently retired from her 25-year teaching career to pursue her Mary Kay business full-time.

“When I think about the many ways Mary Kay has positively impacted me as a person and in all other aspects of my life, I just

want to pay it forward,” says Debbie. “This is truly an amazing Company – and I want to show and tell as many women as possible that it can make all the difference. After all, it did for me.”

Debbie and her unit members work their independent businesses exactly the way Mary Kay Ash intended all independent sales force members to: by setting a goal, creating a plan to achieve it and then following the plan to make it a reality.

“I know that if you set a big goal you must be prepared to do the work to achieve it. I write out my Six Most Important Things List every day to ensure that what I do each day is bringing me closer to achieving my goal,” Debbie says. “I follow the Company’s promotions and track where I am – and where I need to be – to achieve success. The key to my success thus far is to believe in what I’m doing, have faith that things will unfold as they should, to love what I do – and to have a strong work ethic.”

### NO SUCH THING AS AN OBSTACLE

And can you believe that Debbie does all this while living in a community of approximately 4,000 people in a remote part of Newfoundland? It’s proof positive that that “where there’s a will, there’s a way.”

Yet Debbie has never allowed her small town roots to hinder her big thinking or her belief that she can accomplish anything she sets out to do in her business.

“I do the work. I attend as many area and Company functions as possible to open new avenues of acquiring customers and learn tips to better service the customers I already have. I pride myself on offering the ultimate in customer service. And I believe it’s one of the reasons I have a high customer retention rate.”





**Left:** Debbie at New Independent Sales Director Training in Dallas, TX, 2006; **Top to bottom:** celebrating at Awards Night; at home with sons Stephen (22), David (28), daughter Effie (17) and husband Calvin; with sister Independent Sales Directors at Leadership Conference 2007.



### Debbie's Beauty Must-Have

"My favourite Mary Kay beauty tool is **Mary Kay® Foundation**. I have rosacea and when I put Mary Kay® Foundation on my face, it indeed gives me a clean, even-toned, glowing complexion. Before I used Mary Kay® product, it was as if my pores couldn't breathe. But because the Mary Kay® Foundation is so lightweight, it feels like I'm not wearing any makeup! It's great!"

### DEBBIE'S TOP TIPS FOR STRONGER CUSTOMER RELATIONSHIPS

- **Practice the Golden Rule** in all your business activities.
- **Follow up!** Learn to love the telephone – and always remember you're offering a unique service.
- **Don't take 'no' personally.**
- **Listen to your clients** so that you're equipped to meet their needs.
- **Enrol your customers in the Preferred Customer Program.** It's an incredible program that rewards you and your customers.

### SHINING STAR SUCCESS

Recently Debbie and her unit – the "Shining Stars" – achieved what she calls "their proudest accomplishment": becoming a member of the Premier Club and earning the use of a Saturn Aura.

And while "just doing the work" continues to pay off for Debbie and her unit members, it's not to say earning the use of a Career Car wasn't without it's challenges.

From July to September 2008, Debbie and her unit members continued to follow the same pattern they had since their debut – yet something stood in the way. Although Debbie believed in the opportunity and what it symbolized, she didn't fully believe in herself. That is, not until she attended the Warren National Area fall retreat.

It was there that she placed the Queen of Sharing ring on her finger. And, says Debbie, "it just felt right."

"I said to myself, 'This year I will be Queen.' The words didn't just come out of my mouth, they came from my heart! And it was at that moment that I took God as my partner in life and in business – and knew that I could do this. I knew that things would unfold as they were meant to as long as I believed, had faith and did the work – exactly as Mary Kay Ash taught us to do."

And because of this newfound strength, wisdom and determination, Debbie's business has blossomed more than she could have imagined.

"From October to December, I wasn't even tracking the Saturn Aura. But because I believed in myself, my unit and in the opportunity – it happened!" Debbie exclaims.

### MOVING FULL STEAM AHEAD

Debbie's future looks brighter than ever. She's set big goals to become the Queen of the Independent Sales Director Court of Sales at Seminar 2009, achieve the Court of Sharing and the \$500,000 Circle of Achievement. Debbie's also leading her unit and teaching them to dream big – with her sights set on becoming a Cadillac Unit and an Independent Senior Sales Director.






In order to accomplish these goals, Debbie and her unit will continue to work their business under the leadership of Mary Kay Ash's legacy. And Debbie will stick to her business motto to "plan her work and work her plan" – straight to the top, one step at a time.

# december 2008 recognition reconnaissance de décembre 2008

Congratulations to all achievers. / Félicitations à toutes les championnes.

## NSD Commissions/Commissions DNV

Listed below are Independent National Sales Director commissions earned in December by Independent National Sales Directors on monthly wholesale production on first-, second- and third-line offspring; Independent Senior National Sales Director commission; Independent National Sales Director commission on their personal units; 13% Independent Sales Director commission on their personal unit wholesale production; Independent National Sales Director Star Consultant bonus; plus Independent National Sales Director bonuses for first-line offspring from their personal unit and Independent National Sales Director offspring. Independent National Sales Director commissions are included for all foreign countries through October. / Commissions touchées en décembre par les Directrices nationales des ventes indépendantes sur la production mensuelle en gros de leurs groupes de 1<sup>re</sup>, 2<sup>e</sup> et 3<sup>e</sup> lignées; commissions touchées par les Directrices nationales des ventes senior indépendantes sur les groupes personnels de leurs Directrices nationales des ventes de 1<sup>re</sup> lignée; commissions touchées par les Directrices nationales des ventes indépendantes sur leur groupe personnel; commissions de 13 % touchées par les Directrices des ventes indépendantes sur la production en gros de leur groupe personnel; plus toutes les récompenses de concours et primes issues des groupes personnels et des Directrices des ventes indépendantes de 1<sup>re</sup> lignée. Ces commissions des Directrices nationales des ventes indépendantes englobent toutes les commissions issues de l'étranger en octobre.

<b>Angie Stoker</b>  \$23,536.00		<b>Brenda Summach</b>  \$21,993.00		<b>Doreen Burggraf</b>  \$19,691.00		<b>Renée Daras</b>  \$17,590.00		<b>Dalene Allen</b>  \$16,764.00	
Gloria Boyne	\$14,175.00	Olive Ratzlaff	\$11,617.00	Darlene Ryan-Rieux	\$9,026.00	Jane Kosti	\$6,713.00	Philomena Warren	\$5,604.00
Heather Armstrong	13,990.00	Anne Austin	10,515.00	Betty Elliott-Kichler	8,166.00	Debbie Mattinson	5,998.00	Susanne Felker	5,190.00
Elena Sarmago	12,584.00	Gail Adamson	10,280.00	Sandy Campbell	7,833.00	Marcia Grobety	5,749.00	Janice Connell	4,201.00
Bernice Boe-Malin	11,927.00	Donna Weir	9,186.00	Donna Lowry	7,453.00	Linda MacDonald	5,614.00		

## Diamond Circle/Cercle diamant

Independent National Sales Directors become members of the prestigious Diamond Circle when they motivate their unaffiliated area to increase retail sales by 5 percent (Level 1) or 10 percent (Level 2) over the previous Seminar year. Congratulations to the following Independent National Sales Directors who have achieved the Diamond Circle during the month of December. / Les Directrices nationales des ventes indépendantes accèdent au prestigieux Cercle Diamant en enregistrant dans leur famille non affiliée une hausse des ventes au détail de 5 % (niveau 1) ou 10 % (niveau 2) par rapport à la précédente année Séminaire. Félicitations aux Directrices nationales des ventes indépendantes suivantes qui ont accédé au Cercle Diamant en décembre.

<b>Anne Austin</b>  Level 2/Niveau 2		<b>Doreen Burggraf</b>  Level 2/Niveau 2		<b>Sandy Campbell</b>  Level 2/Niveau 2		<b>Jane Kosti</b>  Level 2/Niveau 2		<b>Debbie Mattinson</b>  Level 2/Niveau 2	
<b>Darlene Ryan-Rieux</b>  Level 2/Niveau 2		<b>Brenda Summach</b>  Level 2/Niveau 2		<b>Philomena Warren</b>  Level 2/Niveau 2		<b>Donna Weir</b>  Level 2/Niveau 2			
<b>Bernice Boe-Malin</b>  Level 1/Niveau 1		<b>Olive Ratzlaff</b>  Level 1/Niveau 1		<b>Angie Stoker</b>  Level 1/Niveau 1					

THE VAST MAJORITY OF THE INDEPENDENT SALES FORCE MEMBERS' PRIMARY SOURCE OF PROFIT IS SELLING PRODUCT. IN ADDITION, ALL MARY KAY INDEPENDENT BEAUTY CONSULTANTS CAN EARN INCOME FROM COMMISSIONS, DOVETAILING, PRIZES AND AWARDS. TO BE ELIGIBLE FOR COMMISSIONS, INDEPENDENT BEAUTY CONSULTANTS MUST BE ACTIVE THEMSELVES AND HAVE AT LEAST ONE ACTIVE RECRUIT DURING THE RELEVANT PERIOD. MEMBERS OF THE INDEPENDENT SALES FORCE ARE CONSIDERED ACTIVE IN A PARTICULAR MONTH (AND FOR TWO MONTHS AFTER) WHEN THEY PLACE AT LEAST \$200 IN WHOLESALE ORDERS FOR COSMETICS INTENDED FOR RESALE DURING THE MONTH. IN 2007, THERE WERE MORE THAN 31,891 MEMBERS OF THE INDEPENDENT SALES FORCE OF MARY KAY COSMETICS LTD. IN CANADA. OF THE 4,795 WHO WERE IN THE INDEPENDENT SALES FORCE FOR AT LEAST ONE YEAR AND WHO EARNED COMMISSIONS, 49% EARNED COMMISSIONS IN EXCESS OF \$100. OF THE 659 OF THOSE WHO WERE MARY KAY INDEPENDENT SALES DIRECTORS, THE TOP 50% EARNED COMMISSIONS DURING THE YEAR OF \$17,500 TO IN EXCESS OF \$100,000. OF THE 25 OF THOSE WHO WERE MARY KAY INDEPENDENT NATIONAL SALES DIRECTORS, 68% EARNED COMMISSIONS DURING THE YEAR IN EXCESS OF \$100,000.



## Top 10 Independent National Sales Director Area Retail Production/Production de famille au détail des 10 meilleures Directrices nationales des ventes indépendantes

Seminar year-to-date unaffiliated Independent National Sales Director area retail production as of December 31<sup>st</sup>, 2008. Includes unit retail production from all offspring lines not affiliated with another Independent National Sales Director. / Production de famille au détail des Directrices nationales des ventes indépendantes non affiliées pour l'année Séminaire en date du 31 décembre 2008. Comprend la production de groupe au détail de toutes les Directrices de lignée non affiliées à une autre Directrice nationale des ventes indépendante.

Angie Stoker	\$5,076,444.40	B. Summach	\$3,137,663.51	Gloria Boyne	\$2,021,872.87	Elena Sarmago	\$1,876,391.97	Donna Lowry	\$1,692,536.01
H. Armstrong	3,958,186.97	Doreen Burggraf	2,206,978.91	Dalene Allen	1,923,507.65	Anne Austin	1,745,911.20	Gail Adamson	1,673,759.91

## Stars on the Ladder of Success/Étoiles sur l'échelle du succès

Congratulations to the following outstanding achievers for earning their Pearl (\$4,800) and Emerald (\$3,600) Stars in just one month! / Félicitations à ces championnes qui ont obtenu leur Étoile Perle (4 800 \$) et Émeraude (3 600 \$) en un mois!

Debbie Parsons	\$6,500.00	Karol-Ann Sorel	\$4,211.50	Shirley Peterson	\$3,882.50	Vaun Gramatovich	\$3,680.00	Deanne Mayes	\$3,620.25	Jennifer James	\$3,600.00
Deanna Blue	4,248.75	Michele Johnson	4,201.50	Gena Silveira	3,752.00	Cheryl Gordon	3,641.00	Danie Bouchard	3,603.25		

These stars qualified for the Ladder of Success in just one month! / Ces étoiles se sont qualifiées sur l'Échelle du succès en un mois seulement!

Carol Hinch Croteau	\$3,278.75	Melissa Dunn	\$2,571.25	Heather Kimble	\$2,185.00	Annie Lafond	\$1,856.50	Jasvir Dhillon	\$1,805.25	Brenda Beardsley	\$1,800.75
Ellen Hatlevik	3,236.00	Carolyne Thiffault	2,562.75	Audrey Trach	2,184.00	Lorena Siemens	1,842.75	Martine St-Laurent	1,804.00	Carol Sheehan	1,800.75
Cassandra Lay	3,209.50	Marcia Amor	2,490.25	Joanie Le Moignan	2,178.50	Sharen Lipton	1,838.50	Nicole Guilbert	1,803.50	Eleanor Senick	1,800.75
Monica Noel	3,185.50	Carol Rennehan	2,467.00	Jennifer Bartelt	2,135.00	Margit Szekely	1,837.50	Amie Martin	1,803.50	Bonnie Williams	1,800.75
Tana Letkeman	3,171.75	Kim Nadeau	2,436.25	Kelly Thomas-Petroff	2,132.75	Petra Mirdova	1,835.75	Kristen Dowkes	1,803.00	Joanne Beck	1,800.50
Shannon Cameron	3,101.25	Elizabeth Richer	2,421.50	Nikki Horton	2,119.25	Janet Dornan	1,834.25	Carolyn Rushkewich	1,803.00	Judy Baggs	1,800.50
Similo Mema	3,089.75	Joyce Harnett	2,421.00	Charmaine Stinson	2,079.75	Terina Stenger	1,826.25	Harpreet Grewal	1,802.75	Amanda Chow	1,800.50
Colette Heft	3,028.00	Sandra Ma	2,415.25	Janet Slater	2,067.25	Yvonne Lee	1,825.25	Denise Manning	1,802.50	Nicole Kenny	1,800.50
Bernadette Garrett	3,004.75	Holly McKeavney	2,407.50	Edna Beeman	2,067.00	Kimberley White	1,825.00	Jen Naccarato	1,802.00	Kassandra Maillet	1,800.50
Stacy Osborne	3,000.75	Darlene Olsen	2,402.75	Sharon Casteel	2,042.25	Solange Gellinas	1,819.25	Rachel Young	1,802.00	Amanda Renforth	1,800.50
Jill Parker	3,000.50	Helene Gauthier	2,401.50	Lyne Juneau	2,038.25	E. Cardoso Loureiro	1,816.75	Maria Alvarado	1,801.75	Guurdeep Bains	1,800.25
Jessica Pope	3,000.25	Carol Caines	2,401.00	Carolyn Towle	2,022.50	Mandeep Bhandal	1,816.00	Paula Benoit	1,801.50	Bonnie Eidse	1,800.25
Shannon Aubichon	3,000.00	Diane Harik	2,401.00	Susan Bannister	2,018.75	Chantal Lafond	1,815.50	Josee Cayen	1,801.50	Franila Gonzales	1,800.25
Mandy Jorgensen	2,999.50	Carrie Gibson	2,400.75	Betty Lister	2,000.25	Isabel Miron	1,810.50	Natalia Khan	1,801.50	MacKenzie Kielstra	1,800.25
Jayne Fochler	2,962.75	Nancy Bonenfant	2,400.50	Karen Goldrick	1,981.50	Raj Toore	1,810.50	Alexandra Bayko	1,801.25	Deanne Bonilla	1,800.00
Sylvie Larose	2,939.50	Esther Gallop	2,400.50	Susan Jackson	1,956.25	Mary-Anne Hugo	1,809.75	Ana Frias	1,801.25	Tracey Bouillon	1,800.00
Lisa N. Ihasz	2,928.75	Janet Bekkers	2,400.25	Julie Capron	1,955.00	Marie Lafond	1,808.75	Cherie Gould	1,801.25	Alyssa Feir	1,800.00
Donna Fidler	2,921.75	Diane Poulin	2,384.25	Elizabeth Sly	1,918.50	Andrea Demers	1,807.50	Denise Langdon	1,801.25	Tamie Horsburgh	1,800.00
Jan Irwin	2,919.00	Kim Madsen	2,384.00	Michele Cutler	1,894.50	Laura Hall	1,806.25	Phoebe Lam	1,801.25	Vanessa McDermott	1,800.00
Ge Qian	2,904.75	Bev Harris	2,377.50	Catherine Chiarello	1,870.50	Jillian Grandy	1,806.00	Ursula Marshall	1,801.25	Suhair Salamah	1,800.00
Barbara Webster	2,889.25	Claudine Pouliot	2,256.50	Tania Romaniuk	1,867.75	Samantha Wijetillake	1,806.00	Theresa Derksen	1,801.00	Katie Wood	1,800.00
Shirley Fequet	2,759.50	Josianne Boily	2,230.25	Deanna Harris	1,867.25	Aggi Krebber	1,805.50	Nicole McKinney	1,801.00		
Linda Hood	2,651.50	Judith-Danielle Masse	2,194.75	Catherine Roberts	1,865.25	Katryne St-Germain	1,805.50	Ruth Bretnier	1,800.75		

## Independent Sales Directors in the Limelight/Directrices des ventes indépendantes sous les projecteurs

Listed below are the Independent Sales Directors whose commission exceeded \$2,000 in December. Does not include Team Leader and VIP commissions. / Directrices des ventes indépendantes dont les commissions ont dépassé 2 000 \$ en décembre, exception faite des commissions des Chefs d'équipe et des VIP.

Sharon Coburn	\$8,572.33	Harsimran Saini	\$3,877.97	Jane Arsenault	\$3,097.84	Marilyn Bodie	\$2,745.09	Rita Samms	\$2,356.01	Barbara Martin	\$2,141.69
Josée D'Anjou	7,703.42	Gladys MacIntyre	3,839.79	Eve Raymond	3,092.35	Barbara Craig	2,721.07	Linda Gingrich	2,349.63	Susan Brady	2,128.08
Mireille Morin	7,383.61	France Legare	3,835.87	Victoria Wakulchuk	3,091.44	Teresa Ho	2,687.47	Martine Richard	2,346.02	Pamela Kanderka	2,114.73
Shannon Shaffer	7,207.07	Louise Boulanger	3,785.49	Rebecca Irving	3,069.73	Deborah Prychidny	2,680.90	Jill Ashmore	2,339.85	Janice Appleby	2,103.50
Shelley Recoskie	5,934.35	Michelle Currie	3,751.37	R. Courneya-Roblin	3,060.95	Judy Buchanan	2,662.99	Odette Dobbin	2,327.40	Claudine Pouliot	2,103.09
Nicole Bellemare	5,392.53	Randhir Singh	3,749.02	Marie York	3,056.71	Carol Heath	2,647.18	Catherine Chapman	2,326.97	June Millar	2,099.09
Angela Hargreaves	5,358.87	Joyce Bigelow	3,652.66	Peggy Denomme	3,023.22	Kathy Whitley	2,599.42	Ishali Mulchandani	2,319.47	Salina Jacobsen	2,087.84
Shirley Peterson	5,338.14	Elaine Fry	3,643.35	Yasmin Manamperi	3,021.95	Jacqueline Cullen	2,560.53	Bev Harris	2,313.49	Janine Brisebois	2,086.28
Nathalie Delisle	4,870.01	Lorraine McCabe	3,635.87	Debbie Parsons	3,002.32	Kathy Handzuik	2,506.62	Barbara Bond	2,312.99	Helen Lupena-Sabourin	2,082.95
Wanda Groenewegen	4,864.70	Kyla Buhler	3,612.43	Tamara Swatske	3,000.03	Joyce Goff	2,492.17	Judi Todd	2,299.48	Jeri Pearce	2,078.16
Susan Bannister	4,806.06	Liz Wodham	3,509.41	Susan Richardson	2,959.45	Pam Behnke-Van Hoof	2,486.92	Lorraine Upwards	2,288.49	Debbie Ryan King	2,073.94
Rajinder Rai	4,742.57	Donna Melnychyn	3,494.09	Kathryn Milner	2,951.32	Maria Behnke	2,483.04	Beverly Dix	2,287.48	Pamela Tucker	2,069.69
Donna Matthews	4,734.66	Shelley Haslett	3,426.53	Sylvie Beaucage	2,850.64	Bonnie Vigue	2,428.17	Phyllis Hansford	2,236.62	Noreen Kroetsch	2,066.01
Sonia Janelle	4,455.67	Shannon Cameron	3,382.99	Frances Fletcher	2,837.71	Beryl Apfelbaum	2,402.12	Joanne Manol	2,229.96	Deanna Pease	2,048.37
Evelyn Ramanauskas	4,390.01	Gaylene Gillander	3,371.46	Cheryl Page	2,807.78	Maria Bennett	2,395.93	Joanne Ward	2,207.36	Betty Lister	2,047.97
Claribel Avery	4,219.43	Guylaine Dufour	3,354.66	Isabelle Meunier	2,806.86	Angela Fedorchuk	2,393.49	Heidi McGuigan	2,195.42	Angella Maynard	2,018.90
Harpreet Dhaliwal	4,088.12	Paulette Nimco	3,297.46	Alexis Glabus	2,777.96	Shirley Fequet	2,392.82	Ellen Hatlevik	2,193.22	Lucie Beauregard	2,016.27
Lynn Brady	4,084.70	Jennifer Levers	3,290.97	Louise Fortin	2,772.55	Darlene Olsen	2,391.09	Debbie Struthers	2,183.21	Ginette Desforges	2,011.95
Diane Burness	4,048.05	Elaine Scotte	3,236.86	Audrey Ehalt	2,772.26	Anna Leblanc	2,389.73	France Grenier	2,180.24	Laureen Miller	2,001.10
Donna Izen	4,034.25	Mary Davies	3,200.98	Johanna Tobin	2,770.08	Elizabeth Farris	2,380.34	Louise Desy	2,171.79		
Vaun Gramatovich	4,026.57	Jasbir Sandhu	3,163.05	Susie Leakvold	2,756.10	Pam Hill	2,369.55	Carol Hoyland-Olsen	2,160.31		
Fran Sorobey	3,891.09	Heather Cook	3,128.81	Shirley Austin	2,750.90	Guylaine Comeau	2,362.18	Wendy-Lynn Jones	2,149.88		

LA PREMIÈRE SOURCE DE PROFIT DES MEMBRES DE L'EFFECTIF DE VENTE INDÉPENDANT REPOSE POUR LA MAJEURE PARTIE SUR LA VENTE DE PRODUITS. QUI PLUS EST, TOUTES LES CONSEILLÈRES EN SOINS DE BEAUTÉ INDÉPENDANTES MARY KAY PEUVENT TIRER UN REVENU DES COMMISSIONS, REMPLACEMENTS, PRIX ET RÉCOMPENSES. POUR POUVOIR PROFITER DES COMMISSIONS, LES CONSEILLÈRES EN SOINS DE BEAUTÉ INDÉPENDANTES DOIVENT ELLES-MÊMES ÊTRE ACTIVES ET AVOIR AU MOINS UNE RECURÉ ACTIVE PENDANT LA PÉRIODE EN QUESTION. LES MEMBRES DE L'EFFECTIF DE VENTE INDÉPENDANT SONT CONSIDÉRÉS COMME ACTIVES DURANT UN MOIS DONNÉ (ET POUR LES DEUX MOIS SUIVANTS) SI ELLES PASSENT DES COMMANDES MINIMALES DE 200 \$ EN GROS DE PRODUITS COSMÉTIQUES EN VUE DE LEUR REVENTE PENDANT CE MÊME MOIS. EN 2007, L'EFFECTIF DE VENTE INDÉPENDANT DES COSMÉTIQUES MARY KAY L'ÉE AU CANADA COMPTAIT PLUS DE 31 891 MEMBRES. PARMI LES 4 795 MEMBRES FAISANT PARTIE DE L'EFFECTIF DE VENTE INDÉPENDANT DURANT AU MOINS UN AN ET QUI ONT REÇU DES COMMISSIONS, 49 % ONT TOUCHÉ DES COMMISSIONS SUPÉRIEURES À 100 \$. PARMI LES 659 DIRECTRICES DES VENTES INDÉPENDANTES MARY KAY, LA MEILLEURE MOTIÉ A REÇU SUR L'ANNÉE DES COMMISSIONS ALLANT DE 17 500 \$ À PLUS DE 100 000 \$. PARMI LES 25 DIRECTRICES NATIONALES DES VENTES INDÉPENDANTES MARY KAY, 68 % SE SONT VUES REMETTRE DURANT L'ANNÉE DES COMMISSIONS DE PLUS DE 100 000 \$.

## Scoreboard/Tableau des résultats

Listed below is the ranking of all Canadian units with \$20,000 or more in estimated retail sales in December based on wholesale purchases. / Groupes canadiens ayant totalisé en décembre des ventes au détail estimées de 20 000 \$ ou plus, d'après leurs commandes en gros.

Mireille Morin	\$53,601.50	Lynn Brady	\$31,045.50	Liz Wodham	\$26,727.50	Cheryl Page	\$24,735.00	Kathy Whitley	\$23,068.00	Kathy Handzuik	\$20,651.00
Sharon Coburn	51,656.00	Donna Matthews	30,983.00	Fran Sorobey	26,644.00	R. Courneya-Roblin	24,469.50	Vaun Gramatovich	22,262.50	Jill Ashmore	20,457.00
Shannon Shaffer	50,029.50	Evelyn Ramanauskas	30,716.50	Peggy Denomme	26,511.00	Kyla Buhler	24,396.00	Judy Buchanan	22,046.50	Odette Dobbin	20,421.50
Josee D'Anjou	47,241.50	Louise Boulanger	30,687.50	Jane Arseneault	26,427.50	Gaylene Gillander	24,132.50	Donna Izen	21,565.00	Tamara Swatske	20,317.50
Shirley Peterson	44,873.00	Rajinder Rai	30,470.50	Rebecca Irving	26,315.00	Heather Cook	24,129.00	Beryl Apfelbaum	21,489.00	Carol Heath	20,304.50
Shelley Recoskie	43,240.00	Michelle Currie	30,021.00	Debbie Parsons	26,189.50	Louise Fortin	24,124.00	Jacqueline Cullen	21,365.50	Alexis Glabus	20,302.50
Nicole Bellemare	42,872.00	Shannon Cameron	29,281.50	Paulette Nimco	25,926.00	Mary Davies	23,900.00	Anna Leblanc	21,155.50	Ishali Mulchandani	20,299.50
Angela Hargreaves	40,430.50	Elaine Fry	27,893.50	Sonia Janelle	25,871.00	Kathryn Milner	23,866.50	Pam Hill	21,070.00	Yasmin Manamperi	20,245.50
Susan Bannister	38,087.00	Claribel Avery	27,807.50	Jennifer Levers	25,555.00	Donna Melnychyn	23,828.50	Harpreet Dhaliwal	21,047.50	Angela Fedorchuk	20,215.00
Wanda Groenewegen	36,440.50	Lorraine McCabe	27,322.00	Joyce Bigelow	25,531.00	Susie Leakvold	23,718.50	Joyce Goff	20,883.50	Bev Harris	20,207.50
Diane Burness	32,234.00	Harsimran Saini	27,027.50	Joyce Beaucage	25,394.50	Gladys MacIntyre	23,689.50	Elaine Sicotte	20,873.00		
France Legare	31,321.00	Randhir Singh	26,895.50	Marie York	25,317.00	Eve Raymond	23,474.50	Linda Gingrich	20,763.50		
Nathalie Delisle	31,170.00	Guyline Dufour	26,749.00	Frances Fletcher	25,195.50	Shelley Haslett	23,348.05	Martine Richard	20,708.00		

## Top Recruiting Units/Meilleurs groupes en recrutement

Listed below are the top recruiting units with signed Independent Beauty Consultant Agreements for December. / D'après les Accords de la Conseillère en soins beauté indépendante signés en décembre.

Québec – Louise Fortin  
Ontario – Shelley Recoskie  
Alberta – Michelle Currie  
Québec – Mireille Morin

Québec – Nicole Bellemare  
Ontario – Rajinder Rai  
Québec – Chantal Bisaillon  
Manitoba – Angela Hargreaves

British Columbia/Colombie-Britannique – Melissa Bongalis  
Alberta – Shannon Cameron

## Provincial Sales Queens/Reines des ventes provinciales

Listed below are the top purchases of wholesale Section 1 product orders during the month of December. / D'après les commandes en gros les plus élevées de la Section 1 en décembre.

Alberta – Gena Silveira  
British Columbia/Colombie-Britannique – Ifroza Hanif  
Manitoba – Jennifer Battershell  
New Brunswick/Nouveau-Brunswick – Jeanne Montague  
Newfoundland & Labrador/Terre-Neuve-et-Labrador – Debbie Parsons

Nova Scotia/Nouvelle-Écosse – Laura Russell  
Nunavut – Ellen Hatlevik  
Northwest Territories/Territoires du Nord-Ouest – Laverna Klengenberg  
Ontario – Cassandra Lay  
Prince Edward Island/Île-du-Prince-Édouard – Palma MacFadyen

Québec – Pamela Tucker  
Saskatchewan – Yvonne Wolowski  
Yukon – Sarah Charlie

## 12% Club/Club 12 %

Listed below are the Independent Beauty Consultants and Independent Sales Directors whose 12 percent cheque exceeded \$500 for the month of December. / Directrices des ventes indépendantes et Conseillères en soins de beauté indépendantes dont le chèque de 12 % a dépassé 500 \$ en décembre.

Liz Wodham	\$1,363.29	Jacqueline Cullen	\$853.50	Jasbir Sandhu	\$753.48	Kathryn Milner	\$640.92	June Rumball	\$572.58	Doreen Adair	\$532.35
Diane Burness	1,349.97	Susan Bannister	847.74	Shelley Haslett	752.01	Fern Silva	637.02	Claudine Pouliot	571.26	Heather Kimble	527.34
Marie York	1,331.37	Guyline Dufour	846.39	Louise Boulanger	730.89	Chantal Rivard	627.99	Betty Burke	571.05	Yasmin Manamperi	521.16
Vaun Gramatovich	1,219.56	Shelley Recoskie	822.57	Rebecca Irving	728.01	Lorraine Upwards	627.54	Theresa Kroecker	567.06	Susie Leakvold	518.37
Angela Hargreaves	1,153.92	Kathy Whitley	813.21	Linda Gingrich	717.81	Annette Guerrette	623.01	Debbie Johnston	559.80	Lorraine McCabe	512.61
Shirley Fequet	1,137.36	Lois Musselman	810.54	Martine Richard	709.53	Joan Knight	621.84	Jeewanjot Kaur	558.21	Robin Courneya-Roblin	507.42
Kyla Buhler	1,049.88	Georgine Cook	808.17	Shannon Cameron	705.06	Debbie Struthers	613.56	Audrey Ehalt	557.49	Sara Crawford	504.45
Sharon Coburn	1,031.31	Maria Bennett	801.66	Lynn Brady	704.70	Lorrie Henke	613.47	Nathalie Delisle	557.37	Johanna Tobin	504.18
Donna Melnychyn	1,004.40	Barbara Craig	777.30	Shannon Smith	691.05	Yvonne Wolowski	609.93	Diane Riddell	554.64	Patricia Monforton	502.71
Paulette Nimco	972.33	Gladys MacIntyre	773.46	Sonia Janelle	683.22	Paramjeet Kaur	593.01	Julie Bisson	554.61	Ellen Hatlevik	502.41
Randhir Singh	958.02	Ishali Mulchandani	770.82	Bev Harris	662.31	Carol Heath	589.71	Cynthia Martel	552.96	Leanne Chamberlain	501.99
Evelyn Ramanauskas	946.74	Victoria Wakulchuk	760.74	Caroline Sarrouf	657.54	Sylvie Pellerin	584.43	Fran Sorobey	539.94		
Josianne Boily	931.71	Rajinder Rai	760.41	Guyline Comeau	656.31	Joyce Bigelow	582.99	Dianne Heidman	538.62		
Harpreet Dhaliwal	871.80	Wanda Groenewegen	759.48	Sharon Richardson	651.99	Jennifer Levers	575.49	Agnes Loshusan	535.74		
Claribel Avery	866.55	Nicole Bellemare	757.92	Yolene Gay	641.19	Peggy Denomme	574.59	Pam Behnke-Van Hoof	535.17		

## 8% Club/Club 8 %

Listed below are the Independent Beauty Consultants and Independent Sales Directors whose eight percent cheque exceeded \$250 for the month of December. / Directrices des ventes indépendantes et Conseillères en soins de beauté indépendantes dont le chèque de 8 % a dépassé 250 \$ en décembre.

Marie-Josée Bouvier	\$517.14	Tammy Pearson	\$343.92	Kitty Babcock	\$322.28	Mary Ogunyemi	\$294.22	Amy Klassen	\$269.48
Lucie Leveillee	403.46	Nathalie Bisaillon	343.44	France Legare	321.48	Marlene Bridgman	291.90	Judy Buchanan	269.00
Celsa Pasmio	403.32	Janine Brisebois	328.02	Fern McNeil	320.22	Andrea Thorrougood	291.70	Debbie Ryan King	266.52
Christine Ransom	402.66	Linda Feldman	326.44	Deborah Prychidny	318.68	Alex Quinn	286.46	Donella Sewell	262.12
Helene Drolet	368.26	Donna McLean	325.32	Shannon Shaffer	316.64	Anna Leblanc	277.70	Belinda Dunlop	255.92
Donna Spada	365.06	Pamela Kanderka	324.58	Sharon Kolenc	296.88	Myria Balicao	272.60	Dana Welch	253.42

## 4% Club/Club 4 %

Listed below are the Independent Beauty Consultants and Independent Sales Directors whose four percent cheque exceeded \$75 for the month of December. / Directrices des ventes indépendantes et Conseillères en soins de beauté indépendantes dont le chèque de 4 % a dépassé 75 \$ en décembre.

Loretta Fewings	\$177.66	Marie-France Guertin	\$121.80	Marjorie Hunt-Platt	\$102.52	Celine Frechette	\$96.83	Josiane Lambert	\$87.14	Irene Da Rosa	\$80.21
Amber Cooper	168.06	Samantha Edmunds	120.03	Lynda Parent	102.51	Kimberley Ma	96.61	Claire Mercier	84.09	Liliane David	79.64
Sherri Stokes	150.08	Krista Naviaux	119.98	Cheryl Tessari	101.38	Rosemary Calina-Pascoe	96.12	Shirley Block	83.56	Mary-Lou McMillan	76.13
Winnie Tam	138.83	Lynne Pocock	112.29	Parminder Pandher	98.20	Rhoda Burton	96.11	Janelle Wallace	83.27		
Wilma Summach	136.05	Anne Nonga	111.67	Samantha Perera	97.40	Denise Gould	96.04	Jessy Lapierre	82.09		
Amie Law	129.95	Janet Cottle	107.41	Gena Silveira	97.06	Erin Goffin	93.87	Maureen Scott	81.76		
Judy Bolduc	124.76	Kim Walk	106.99	Stephanie Kuchel	96.86	Pierrette Hache	90.26	Rose Heathers	80.90		

THE VAST MAJORITY OF THE INDEPENDENT SALES FORCE MEMBERS' PRIMARY SOURCE OF PROFIT IS SELLING PRODUCT. IN ADDITION, ALL MARY KAY INDEPENDENT BEAUTY CONSULTANTS CAN EARN INCOME FROM COMMISSIONS, DOVETAILING, PRIZES AND AWARDS. TO BE ELIGIBLE FOR COMMISSIONS, INDEPENDENT BEAUTY CONSULTANTS MUST BE ACTIVE THEMSELVES AND HAVE AT LEAST ONE ACTIVE RECRUIT DURING THE RELEVANT PERIOD. MEMBERS OF THE INDEPENDENT SALES FORCE ARE CONSIDERED ACTIVE IN A PARTICULAR MONTH (AND FOR TWO MONTHS AFTER) WHEN THEY PLACE AT LEAST \$200 IN WHOLESALE ORDERS FOR COSMETICS INTENDED FOR RESALE DURING THE MONTH. IN 2007, THERE WERE MORE THAN 31,891 MEMBERS OF THE INDEPENDENT SALES FORCE OF MARY KAY COSMETICS LTD. IN CANADA. OF THE 4,795 WHO WERE IN THE INDEPENDENT SALES FORCE FOR AT LEAST ONE YEAR AND WHO EARNED COMMISSIONS, 49% EARNED COMMISSIONS IN EXCESS OF \$100. OF THE 659 OF THOSE WHO WERE MARY KAY INDEPENDENT SALES DIRECTORS, THE TOP 50% EARNED COMMISSIONS DURING THE YEAR OF \$17,500 TO IN EXCESS OF \$100,000. OF THE 25 OF THOSE WHO WERE MARY KAY INDEPENDENT NATIONAL SALES DIRECTORS, 68% EARNED COMMISSIONS DURING THE YEAR IN EXCESS OF \$100,000.



## Gold Medal/Médailles d'or

The following Independent Beauty Consultants and Independent Sales Directors shared the Mary Kay opportunity with a minimum of five new team members during the month of December. /  
Conseillères en soins de beauté indépendantes et Directrices des ventes indépendantes ayant recruté au moins 5 nouveaux membres en décembre.

VAUN GRAMATOVICH  
Director/Directrice  
BRENDA COOPER  
Director/Directrice

DONNA MCLEAN  
Melissa Bongalis  
CAROLINE SARROUF  
Nicole Bellemare

NATHALIE BISAILLON  
Chantal Bisailon  
JOSIANNE BOILY  
Mireille Morin

LOUISE FORTIN  
Director/Directrice  
NIKKI HORTON  
Renee Daras

THERESA KROEKER  
Alexis Glabus  
SYLVIE PELLERIN  
Nathalie Delisle

SHANNAN SMITH  
Michelle Currie

## Silver Medal/Médailles d'argent

The following Independent Beauty Consultants and Independent Sales Directors shared the Mary Kay opportunity with a minimum of four new team members during the month of December. /  
Conseillères en soins de beauté indépendantes et Directrices des ventes indépendantes ayant recruté au moins 4 nouveaux membres en décembre.

RAJINDER RAI  
Director/Directrice

MYRIA BALICAO  
Director/Directrice

JASBIR SANDHU  
Director/Directrice

SHANNON CAMERON  
Director/Directrice

MARILOU BRUMMUND  
Karen Callsen

## Bronze Medal/Médailles de bronze

The following Independent Beauty Consultants and Independent Sales Directors shared the Mary Kay opportunity with a minimum of three new team members during the month of December. /  
Conseillères en soins de beauté indépendantes et Directrices des ventes indépendantes ayant recruté au moins 3 nouveaux membres en décembre.

SHELLEY RECOSKIE  
Director/Directrice  
EVA KOPEC  
Director/Directrice  
REINA HERAS  
Director/Directrice  
LISA CRAIG  
Director/Directrice

DIANE BURNES  
Director/Directrice  
CHARLENE BLACKSTAR  
Director/Directrice  
DARLENE BAKKER  
Director/Directrice  
RAJWINDER GILL  
Director/Directrice

KIMBERLY HOOPER  
Carol Heath  
PARAMJEET KAUR  
Harsimran Saini  
BARB MARCH  
Director/Directrice  
FERN MCNEIL  
Director/Directrice

BETTY BURKE  
Debbie Mattinson  
ROSEMARY CALINA-PASCOE  
Shelley Recoskie  
TIANNA CAMPBELL  
Joyce Goff  
THERESE CHAREST  
Louise Fortin

HELENE DROLET  
France Legare  
MANDY JORGENSEN  
Angela Hargreaves  
NANCY LAPOINTE  
France Grenier  
GISELE OLSEN  
Mona Hood

NICOLE PARIS  
Ginette Desforges  
ALISA THOMAS  
Terri Kurtzweg

## New Team Leaders/Nouveaux chefs d'équipe

These Independent Beauty Consultants added their fifth or more active team member during the month of December. /  
Conseillères en soins de beauté indépendantes ayant recruté dans leur équipe un 5<sup>e</sup> membre actif ou plus en décembre.

RANA HUYNH  
Shannon Shaffer

## New Star Recruiters/Nouvelles recruteuses étoiles

These Independent Beauty Consultants added their third or more active team member during the month of December. /  
Conseillères en soins de beauté indépendantes ayant recruté dans leur équipe un 3<sup>e</sup> membre actif ou plus en décembre.

SANDRA BENUM  
Pamela Kanderka  
RAELENE BRUMMUND  
Karen Callsen  
DARRELLE BUCK  
Anne Marie Palumbo  
HEATHER CHRISTIANSEN  
Joy Klassen

NICOLE FALARDEAU  
Sylvie Beaucage  
CATHLEEN FINN  
Jacqueline Cullen  
HEATHER GORDON  
Alicia Plosz  
TANYA KERWIN  
Marcelyn Querino

SEE KWOK  
Ming Tsang  
VICTORIA MCALLISTER  
Anna Leblanc  
VICKI MCHAFFIE  
Glenna O'Quinn  
LISA NAISMITH  
Kim Johnson

GURDEEP PAHAL  
Mandeep Bambrah  
SILVIA PENCAKOVA  
Beryl Apfelbaum  
SUSAN PENNOCK  
Melissa Bongalis  
SAMANTHA PERERA  
Yasmin Manamperi

MURIEL PRYCE  
Marie Monte  
JOANNE RIEDEL  
Lorrie Henke  
GENA SILVEIRA  
Fran Sorobey  
TRISHA TAMBELLINI  
Jennifer Levers

ALISA THOMAS  
Terri Kurtzweg  
JULIE TRINQUE  
Josée D'Anjou  
JENNIFER VESELISIN  
Julie Sweeney  
MELANIE VIENS  
Louise Fortin

## Cadillac Achievers/Championnes Cadillac

These Independent Sales Directors qualified during the month of December to earn the use of a pink Cadillac or receive cash compensation. /  
Directrices des ventes indépendantes qualifiées en décembre pour l'usage d'une Cadillac rose ou une compensation en argent.

Sharon Coburn

Mireille Morin

Shirley Peterson

## Premier Club Achievers/Championnes Club Première

These Independent Sales Directors qualified during the month of December to earn the use of a Saturn Aura XE or receive cash compensation. /  
Directrices des ventes indépendantes qualifiées en décembre pour l'usage d'une Saturn Aura XE ou une compensation en argent.

Mandeep Bambrah  
Judy Buchanan

Maureen Corrigan  
Louise Fortin

Phyllis Hansford  
Sonia Janelle

France Légaré  
Barbara Martin

Debbie Parsons  
Deborah Struthers

Marie York

## Independent Sales Director Grand Achievers/Directrices des ventes indépendantes Grandes Gagnantes

These Independent Sales Directors qualified during the month of December to receive cash compensation. /  
Directrices des ventes indépendantes qualifiées en décembre pour une compensation en argent.

Yolene Gay

Joan Knight

Marie Monte

Celsa Pasmio

Lorraine Upwards

LA PREMIÈRE SOURCE DE PROFIT DES MEMBRES DE L'EFFECTIF DE VENTE INDÉPENDANT REPOSE POUR LA MAJEURE PARTIE SUR LA VENTE DE PRODUITS. QUI PLUS EST, TOUTES LES CONSEILLÈRES EN SOINS DE BEAUTÉ INDÉPENDANTES MARY KAY PEUVENT TIRER UN REVENU DES COMMISSIONS, REMPLACEMENTS, PRIX ET RÉCOMPENSES. POUR POUVOIR PROFITER DES COMMISSIONS, LES CONSEILLÈRES EN SOINS DE BEAUTÉ INDÉPENDANTES DOIVENT ELLES-MÊMES ÊTRE ACTIVES ET AVOIR AU MOINS UNE RECRUE ACTIVE PENDANT LA PÉRIODE EN QUESTION. LES MEMBRES DE L'EFFECTIF DE VENTE INDÉPENDANT SONT CONSIDÉRÉS COMME ACTIVES DURANT UN MOIS DONNÉ (ET POUR LES DEUX MOIS SUIVANTS) SI ELLES PASSENT DES COMMANDES MINIMALES DE 200 \$ EN GROS DE PRODUITS COSMÉTIQUES EN VUE DE LEUR REVENTE PENDANT CE MÊME MOIS. EN 2007, L'EFFECTIF DE VENTE INDÉPENDANT DES COSMÉTIQUES MARY KAY LTÉE AU CANADA COMPTAIT PLUS DE 31 891 MEMBRES. PARMI LES 4 795 MEMBRES FAISANT PARTIE DE L'EFFECTIF DE VENTE INDÉPENDANT DURANT AU MOINS UN AN ET QUI ONT REÇU DES COMMISSIONS, 49 % ONT TOUCHÉ DES COMMISSIONS SUPÉRIEURES À 100 \$. PARMI LES 659 DIRECTRICES DES VENTES INDÉPENDANTES MARY KAY, LA MEILLEURE MOTITÉ A REÇU SUR L'ANNÉE DES COMMISSIONS ALLANT DE 17 500 \$ À PLUS DE 100 000 \$. PARMI LES 25 DIRECTRICES NATIONALES DES VENTES INDÉPENDANTES MARY KAY, 68 % SE SONT VUES REMETTRE DURANT L'ANNÉE DES COMMISSIONS DE PLUS DE 100 000 \$.

## Independent Beauty Consultant Grand Achievers/Conseillères en soins de beauté indépendantes Grandes Gagnantes

These Independent Beauty Consultants qualified during the month of December to earn the use of a Pontiac VIBE, Pontiac G6 or receive cash compensation. / Conseillères en soins de beauté indépendantes qualifiées en décembre pour l'usage d'une Pontiac VIBE, Pontiac G6 ou une compensation en argent.

Josianne Boily

Jeewanjot Kaur

Karen Schamehorn

Shannan Smith

Julie Bisson

### Honor Society Achiever/ Championne Société d'honneur

The following Independent Sales Director achieved the Mary Kay Honor Society by achieving at least \$60,000 in net adjusted wholesale production and growing her unit size to 50 or more within one year of her debut date (January 2008)./La Directrice des ventes indépendante suivante a atteint le statut de championne Société d'honneur Mary Kay pour avoir réalisé une production de groupe nette ajustée de 60 000 \$ en gros ou plus et pour avoir développé un groupe de 50 membres ou plus dans les 12 mois suivant la date (janvier 2008) de ses débuts.

#### Nicole Bellemare

National Area/Famille nationale: Anne Austin

No photo  
available./  
Photo non  
disponible.

### Fabulous 50s Achiever/ Championne Fabuleux 50

The following Independent Sales Director achieved Mary Kay's Fabulous 50s status by achieving at least \$30,000 in net adjusted wholesale production and growing her unit size to 50 or more within six months of her debut date (July 2008)./La Directrice des ventes indépendante suivante a atteint le statut de championne Fabuleux 50 Mary Kay pour avoir réalisé une production de groupe nette ajustée de 30 000 \$ en gros ou plus et pour avoir développé un groupe de 50 membres ou plus dans les six mois suivant la date (juillet 2008) de ses débuts.

#### Louise Fortin

National Area/Famille nationale: Angie Stoker



### Quarter Three Go-Give® Award Winner/ Gagnante du Trophée Entraide<sup>MD</sup> Trimestre 3

Isabelle Meunier

Rigau, QC/Qué.

**STARTED MARY KAY:** September 2003

**DEBUTED AS AN INDEPENDENT SALES DIRECTOR:** May 2004

**PERSONAL:** "I'm Married to my #1 supporter, Jody. I have a daughter, Chenel (10), and son, Xavier (6)."

**UNIT NAME:** "Golden Wings"

**GOALS:** "To be a top ten unit in Canada! I would like all of Canada to know what an amazing group of passionate and dedicated women they are!"

#### ENRICHING LIVES:

"Every time I see Isabelle she is always smiling, encouraging or motivating someone, including me. She is a true picture of what 'Mary Kay' is to me. Her positive energy is contagious and I believe she is truly deserving of this honour."

— Terina Stenger, Independent Beauty Consultant

"Isabelle never misses an opportunity to offer her help. She goes that extra mile to not only support her own unit members but also her adoptees. She is loyal, caring, giving and treats everyone with respect. Mary Kay would be so proud of Isabelle."

— Anne Austin, Independent National Sales Director

#### ON BEING NOMINATED:

"I am so touched! I want to thank the women who took the time to nominate me with this great honour! I am so blessed to work with a group of women as wonderful as they are! They've inspired me to be a kinder and better person every day. Helping women in their journey gives me energy and joy and I thank them for that! I want to encourage everyone to continue Mary Kay's legacy. With love and support, we can make a difference in women's lives!"

— Isabelle Meunier, Independent Senior Sales Director

**DÉBUTS CHEZ MARY KAY :** Septembre 2003

**DÉBUTS DE DIRECTRICE DES VENTES INDÉPENDANTE :** Mai 2004

**RENSEIGNEMENTS PERSONNELS :** « Je suis mariée à Jody qui est mon supporter n° 1. J'ai une fille, Chenel (10), et un fils, Xavier (6). »

**NOM DE GROUPE :** « Golden Wings »

**OBJECTIFS :** « Être dans les 10 meilleurs groupes au Canada! Je voudrais que tout le Canada sache quel groupe incroyable de femmes passionnées et dévouées elles sont! »

#### LES VIES QU'ELLE A ENRICHIES :

« À chaque fois que je vois Isabelle, elle a toujours le sourire, elle encourage ou motive constamment quelqu'un, y compris moi. Pour moi, elle représente véritablement Mary Kay. Son énergie positive est contagieuse et je crois qu'elle mérite grandement cet honneur. »

— Terina Stenger, Conseillère en soins de beauté indépendante

« Isabelle ne rate jamais une occasion d'offrir son aide. Elle va toujours plus loin, non seulement pour aider les membres de son propre groupe, mais aussi ses membres adoptées. Elle est loyale, généreuse et traite tout le monde avec respect. Mary Kay serait tellement fière d'Isabelle. »

— Anne Austin, Directrice nationale des ventes indépendante

#### RÉACTION À SA NOMINATION :

« Je suis tellement touchée... je souhaite remercier les femmes qui ont pris le temps de m'offrir ce grand honneur! J'ai tellement de chance de travailler avec un groupe de femmes aussi formidables. Elles m'ont permis de devenir une personne meilleure et plus généreuse jour après jour. Aider des femmes dans leur parcours me donne autant d'énergie que de bonheur, et je les en remercie! Je veux encourager tout le monde à perpétuer l'héritage de Mary Kay. Avec amour et soutien, nous pouvons faire toute la différence dans la vie des femmes! »


— Isabelle Meunier, Directrice des ventes senior indépendante

THE VAST MAJORITY OF THE INDEPENDENT SALES FORCE MEMBERS' PRIMARY SOURCE OF PROFIT IS SELLING PRODUCT. IN ADDITION, ALL MARY KAY INDEPENDENT BEAUTY CONSULTANTS CAN EARN INCOME FROM COMMISSIONS, DOVETAILING, PRIZES AND AWARDS. TO BE ELIGIBLE FOR COMMISSIONS, INDEPENDENT BEAUTY CONSULTANTS MUST BE ACTIVE THEMSELVES AND HAVE AT LEAST ONE ACTIVE RECRUIT DURING THE RELEVANT PERIOD. MEMBERS OF THE INDEPENDENT SALES FORCE ARE CONSIDERED ACTIVE IN A PARTICULAR MONTH (AND FOR TWO MONTHS AFTER) WHEN THEY PLACE AT LEAST \$200 IN WHOLESALE ORDERS FOR COSMETICS INTENDED FOR RESALE DURING THE MONTH. IN 2007, THERE WERE MORE THAN 31,891 MEMBERS OF THE INDEPENDENT SALES FORCE OF MARY KAY COSMETICS LTD. IN CANADA. OF THE 4,795 WHO WERE IN THE INDEPENDENT SALES FORCE FOR AT LEAST ONE YEAR AND WHO EARNED COMMISSIONS, 49% EARNED COMMISSIONS IN EXCESS OF \$100. OF THE 659 OF THOSE WHO WERE MARY KAY INDEPENDENT SALES DIRECTORS, THE TOP 50% EARNED COMMISSIONS DURING THE YEAR OF \$17,500 TO IN EXCESS OF \$100,000. OF THE 25 OF THOSE WHO WERE MARY KAY INDEPENDENT NATIONAL SALES DIRECTORS, 68% EARNED COMMISSIONS DURING THE YEAR IN EXCESS OF \$100,000.



MOTIVATIONAL EVENING 2009

## “what **not** to wear”



Sporting our custom Mary Kay Career Apparel is just part of the style equation – there’s also accessories, shoes and makeup to think about. So **what’s a gal to do?**

For starters, don’t miss this year’s Motivational Evening at Seminar! You’ll learn “what not to wear”, so you can put your best foot fashionably forward.

This special assembly will feature:

- a fashion show;
- on-stage mini makeovers; and
- tips on how to accessorize your Career Apparel.

Already planning your outfit? The **dress code is smart casual**, so you’ll want to make your fashion statement in a dress, skirt or dress pants. Jeans are definitely “what not to wear”!

### **Need more details?**

Get all you need to know on Seminar 2009 in the next issue of *Applause*® magazine and on the MKOC!

# name our teddy bear!

The Mary Kay furry family grows with the exclusive **2009 Mary Kay Ash Charitable Foundation Teddy Bear!**

This adorable bear has the softest caramel-coloured fur and she's fashionable dressed in a pink dress and matching hat. She'll be available for purchase at *Shine On!* Seminar 2009 for \$25. But first – she needs a name!

**Think you have the perfect name for this cuddly bear?** Then enter the *Name Our Teddy Bear* Contest! If your submission is selected as the winner, you'll receive your very own Teddy Bear!

Visit *Contests & Rewards* on the MKOC to enter online or to download a contest entry form!



**Find it online:** MKOC > Recognition/Contests > Contests & Rewards



*Deadline for submissions is April 15<sup>th</sup>, 2009. One entry per independent sales force member. Please note that if multiple entries with the same name are submitted, a random draw will be held from those entries to determine the winner. A committee will select the winning name.*

MARY KAY®

**Mary Kay Cosmetics Ltd.**

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